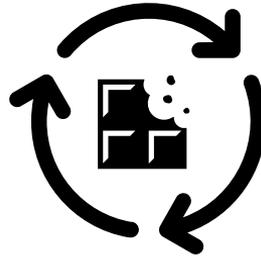


Consumer perceptions of the circular economy and the cocoa value chain in the Ivory Coast



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Global view of the Ivory Coast



2022 International Symposium on Cocoa Research (ISCR), Montpellier, France

2021 data

Principal exports (\$bn Free on Board):

4.6 \$bn Cocoa beans & butter

1.7 \$bn Petroleum products

1.1 \$bn Cashew nuts

0.8 \$bn Gold

11.9 \$bn Total including others

Main export destinations (% of Total):

11.5% Netherlands

9.2% United States

6.8% Vietnam

6.4% Germany

Regional view of the Ivory Coast



Problem: a **LIVING INCOME** remains out of reach for cocoa farmers

- According to the National Statistical Office of the Ivory Coast (2021), over **14 million people** in rural Ivorian territory lived with **less than 410 euros annual income** in 2015 i.e. in **poverty**.
- A **LIVING INCOME** enables a family to afford: *“food, water, housing, education, healthcare, transport, clothing and other essential needs, including provision for **unexpected events**”* (Anker & Anker, 2017, p. x).

1. How much does a typical consumer know about the circular economy?

→ More than 40% had never heard about the circular economy concept.

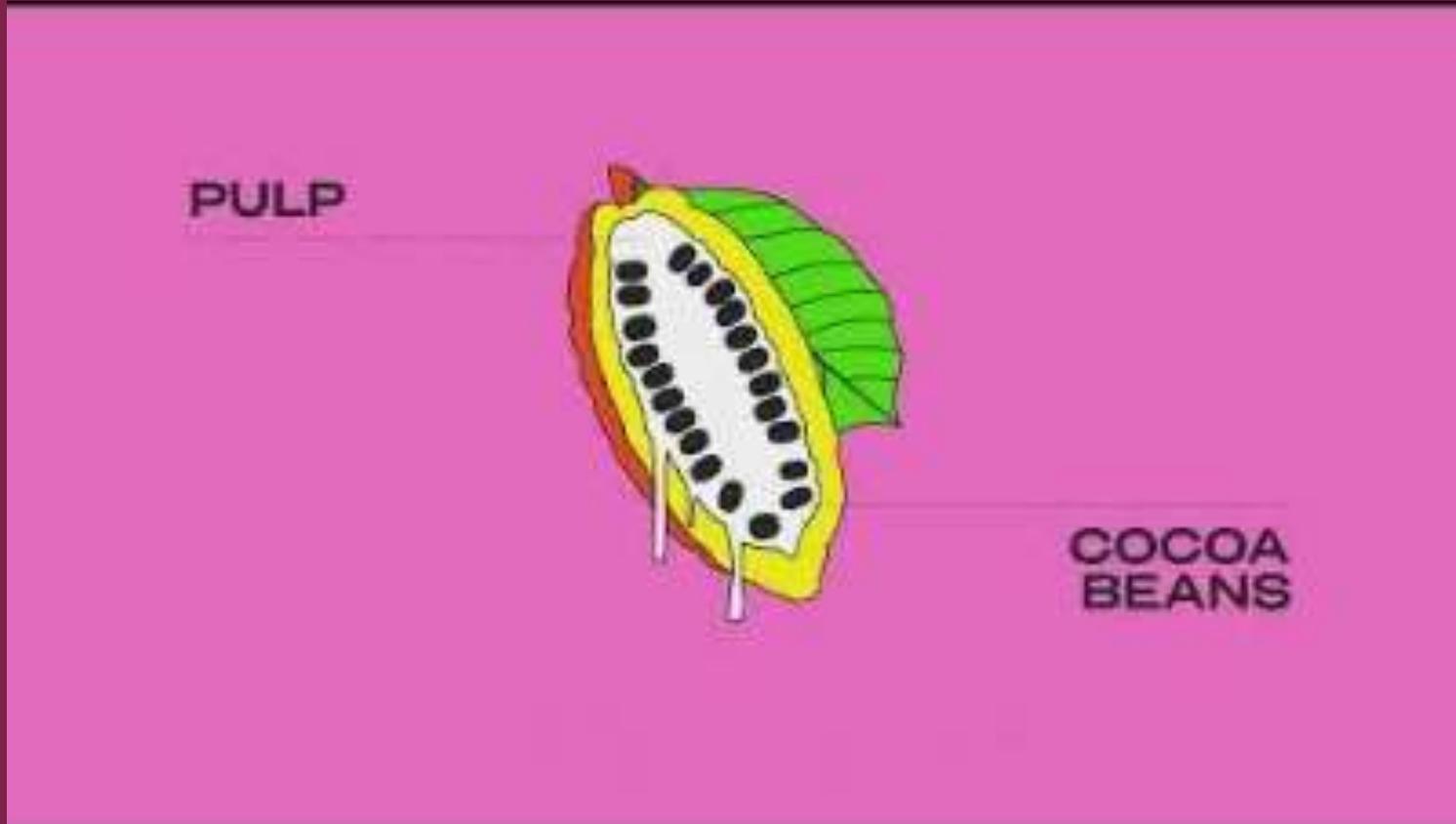
2. How much does a typical consumer know about the Ivorian cocoa value chain?

→ More than 75% did not know the Ivory Coast consistently ranks as the world's top cocoa exporter by volume and sales.

3. What is the theoretical framework of the circular economy?

*“A circular economy describes an economic system that is based on business models which replace the ‘end-of-life’ concept with reducing, alternatively reusing, recycling and recovering **materials** in production/distribution and consumption processes, thus operating at the **micro** level (products, companies, consumers), **meso** level (eco-industrial parks) and **macro** level (city, region, nation and beyond), with the aim to accomplish **sustainable development**, which implies creating environmental quality, economic prosperity and social equity, to the benefit of current and future generations”* (Kirchherr et al., 2017, pp. 224-225).

4. What is an example of a circular business model in operation today?

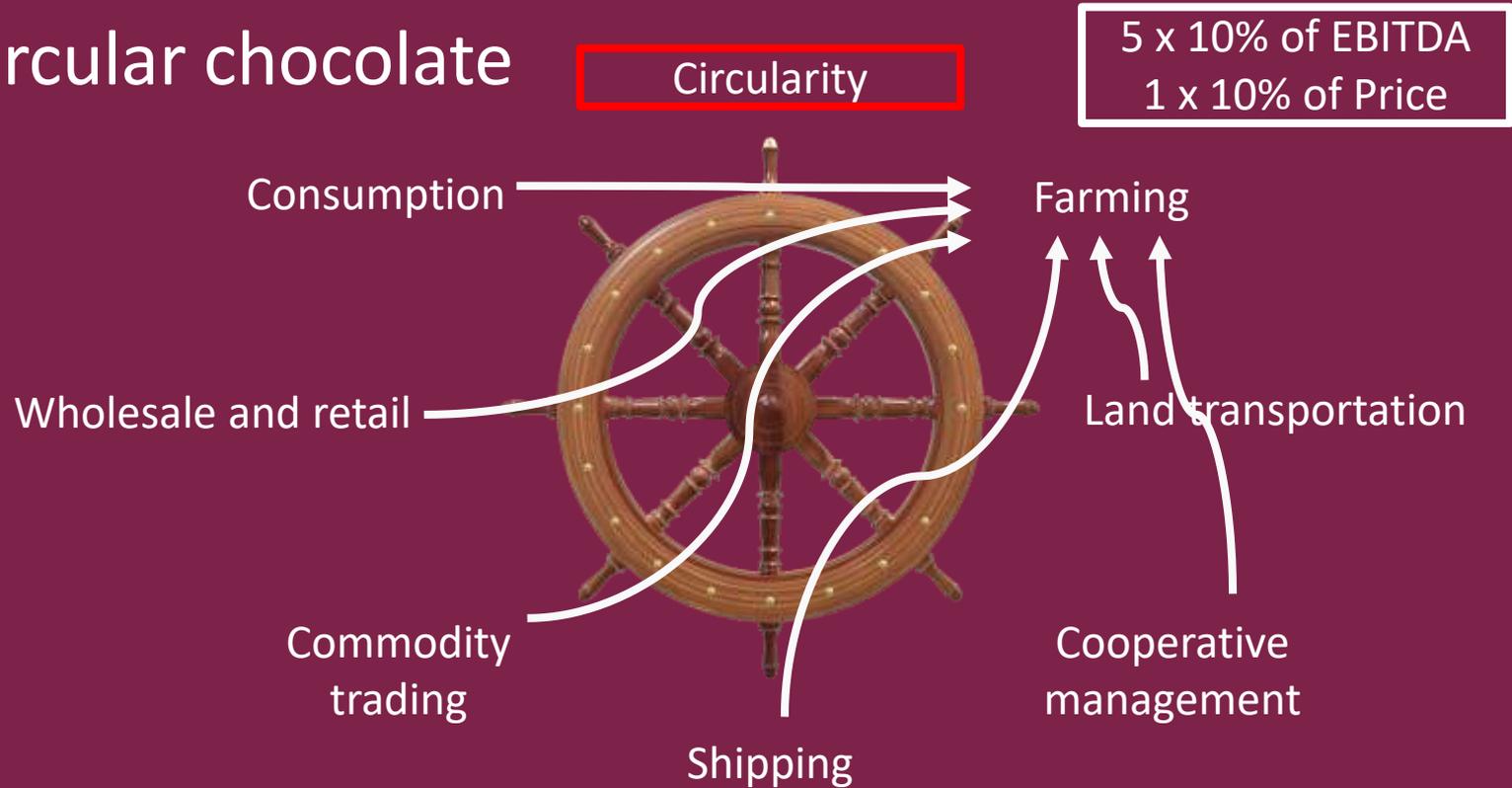


Credit: Kumasi Drinks at <https://kumasi-drinks.nl/>

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5. How can the circular economy framework be applied to the global cocoa value chain?

Circular chocolate

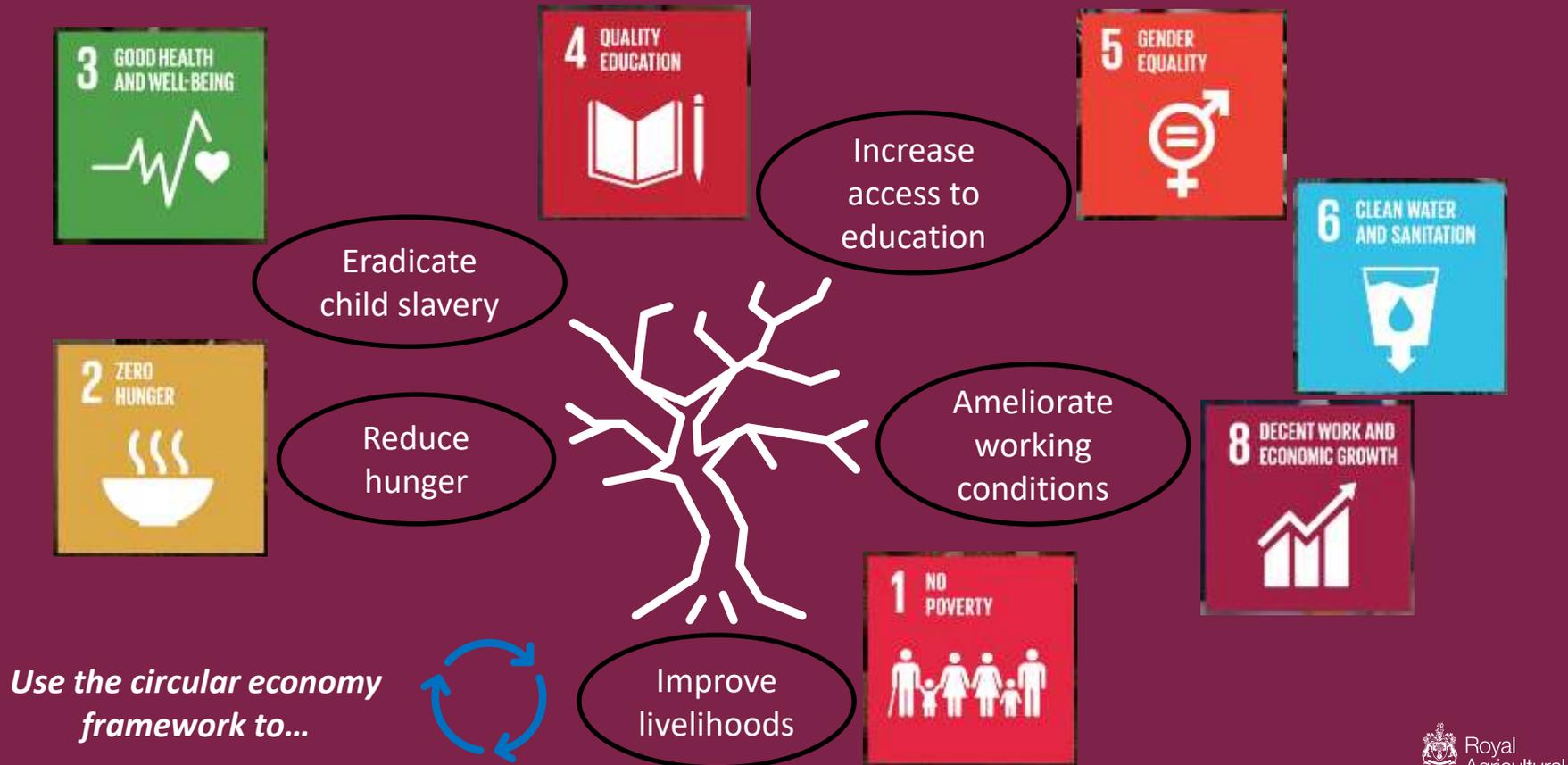


Research limitations

- The circular economy concept is socially and culturally constructed.
- The concept of waste is understood in a certain cultural, social and temporal context, which changes.



The circular economy aligns with the UN SDGs



Justification for the research

- According to academic literature, we should **compare and contrast user behaviours** for circular business models in as many industries as possible (Ferasso et al., 2020; Morseletto, 2020; Neves & Marques, 2022).



Recommendations

- Raise awareness about the circular economy
- Educate consumers about the cocoa value chain
- Empower future generations
- Sell cocoa by-products
- Boost farmer income



Thank you

Discussion

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